



IMPROVED GLOBAL COLLABORATION AT HALF THE PRICE.

Challenge

BTS is a global strategy consulting firm that helps companies implement and execute business transformation strategies. With more than 400 clients in 53 countries, BTS needed a high-quality solution for employee communication and collaboration, and Cisco WebEx, came up short.

- WebEx's inflexibility and licensing model made quick collaboration sessions difficult.
- Most users were often confused by WebEx's excessive features.
- WebEx did not make it easy enough to schedule, log into or start meetings, discouraging collaboration.

Solution

When considering collaboration tools, BTS found that many employees already used the free version of **join.me**. After a pilot program, the company officially adopted **join.me**. Adoption quickly spread throughout the organization, reducing reliance on WebEx. BTS employees can now more quickly initiate and join conference sessions, increasing productivity.

Results

Since adopting **join.me**, BTS has seen a tremendous return on its investment.

- By embracing **join.me**, BTS cut its WebEx conferencing spend by 50 percent.
- The cost-to-benefit ratio following deployment was 1:8, and time to value was achieved in two months.
- BTS saw a 741 percent annual return on investment.
- Sessions were 15 minutes shorter on average, thanks to **join.me**'s one-click startup.

Want to learn more about how join.me can help you show work who's boss? Request a demo or call us at 1-877-251-8373.



Industry: Management Consulting

Headquarters: Stockholm, Sweden

Number of Employees: 500

"The ease of use is really important – someone can just go in, sign in, and get a customer looking at their screen in no time."

– Ranjit Pookkottil, Director of Information Technology, BTS

